

## 2008 Australian LandScape Segment Statistics

**Group 8**  
**Segment 30**

**Vintage Australia**  
**Pensioners, Villas and Villages**



Age	
0-4 years	4.8%
5-14 years	10.7%
15-19 years	5.6%
20-24 years	5.0%
25-34 years	9.4%
35-44 years	11.3%
45-54 years	11.6%
55-64 years	10.7%
65-74 years	9.9%
75-84 years	13.0%
85 years and over	8.0%

Family Composition	
Couple family with no children	44.0%
Couple family with children under 15	26.1%
Couple family with no children under 15	13.9%
One parent family with children under 15	7.5%
One parent family with no children under 15	7.2%
Other family	1.4%

Marital Status	
Married	48.7%
Separated	2.6%
Divorced	8.1%
Widowed	16.1%
Never Married	24.5%

Country of Birth	
Australia	74.5%
New Zealand	1.5%
Fiji, Papua New Guinea	0.2%
China, Hong Kong, Japan, Republic of Korea (South)	1.1%
India, Sri Lanka	0.6%
South East Asia	1.2%
Ireland, United Kingdom	7.4%
Europe	3.7%
Middle East & Africa	0.9%
United States of America, Canada	0.4%
Other	2.4%
Not Stated	6.2%

Tenure of Household	
Lived at same address 1 year ago	85.9%
Lived at different address 1 year ago	14.1%
Lived at same address 5 years ago	60.1%
Lived at different address 5 years ago	39.9%

Number of Usual Residents in the Household	
One	34.1%
Two	33.8%
Three	12.4%
Four	12.6%
Five	5.2%
Six or more	1.9%

Dwelling Structure	
Separate house	67.2%
Semi-detached\ row or terrace house\ townhouse etc.	18.8%
Flat\ unit or apartment	13.2%
Other dwelling	0.7%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	3.6%
Graduate Diploma and Graduate Certificate	2.2%
Bachelor Degree	17.5%
Advanced Diploma and Diploma	13.3%
Certificate	32.4%
Level of education inadequately described	3.2%
Level of education not stated	27.8%

Occupation	
Managers	11.4%
Professionals	20.3%
Technicians & trades workers	15.1%
Community & personal service workers	9.3%
Clerical & administrative workers	16.0%
Sales workers	10.9%
Machinery operators & drivers	6.1%
Labourers	9.3%
Occupation inadequately described/ not stated	1.6%

Industry of Employment	
Agriculture\ forestry & fishing	0.4%
Mining	1.0%
Manufacturing	10.4%
Electricity\ gas\ water & waste services	1.2%
Construction	8.1%
Wholesale trade	4.2%
Retail trade	12.3%
Accommodation & food services	6.2%
Transport\ postal & warehousing	4.3%
Information media & telecommunications	1.8%
Financial & insurance services	4.1%
Rental\ hiring & real estate services	1.8%
Professional\ scientific & technical services	6.5%
Administrative & support services	3.0%
Public administration & safety	6.3%
Education & training	8.2%
Health care & social assistance	12.6%
Arts & recreation services	1.3%
Other services	4.0%
Inadequately described\Not stated	2.3%

Labour Force Status	
Employed\ worked full-time	29.1%
Employed\ worked part-time	15.2%
Employed\ away from work	3.1%
Unemployed\ looking for work	2.7%
Not in the labour force	50.0%

Study Participation	
Pre-school	5.3%
Infants/Primary: Government	18.2%
Infants/Primary: Catholic & Other Non Government	7.3%
Secondary: Government	13.0%
Secondary: Catholic & Other Non Government	7.4%
Technical or Further Educational institution: Full-time student	1.9%
Technical or Further Educational institution: Part-time student	4.8%
University or other Tertiary Institutions: Full-time student	6.8%
University or other Tertiary Institutions: Part-time student	3.5%
Other type of educational institution	1.8%
Type of educational institution and/or status not stated	30.0%

Household Income (Weekly)	
Negative/Nil income	0.8%
\$1-\$149	1.4%
\$150-\$249	6.7%
\$250-\$349	12.0%
\$350-\$499	6.1%
\$500-\$649	12.5%
\$650-\$799	6.0%
\$800-\$999	6.2%
\$1000-\$1199	9.3%
\$1200-\$1399	4.5%
\$1400-\$1699	6.3%
\$1700-\$1999	5.0%
\$2000-\$2499	5.0%
\$2500-\$2999	4.2%
\$3000 or more	3.6%
Partial income stated	6.6%
All incomes not stated	3.9%

Credit Demand	
Zero Enquiries	1.0%
1 - Low	12.1%
2	26.8%
3	17.2%
4	14.1%
5	8.3%
6	6.7%
7	7.1%
8	4.7%
9	1.8%
10 - High	0.3%

Credit Risk	
Zero Derogs	3.1%
1 - Low	16.0%
2	15.8%
3	12.1%
4	12.9%
5	11.4%
6	11.9%
7	8.0%
8	6.2%
9	2.4%
10 - High	0.3%

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### Types of Loans

Current home mortgage - for home	24.9%
Current home mortgage - for business	0.9%
Current home mortgage - for other	0.1%
Mortgage on investment property	5.0%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.5%
Home Equity Loan - secured by current home	3.2%
Home Equity Loan - secured by investment property	1.2%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	5.5%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.5%
Personal loan for consolidation of other loans	0.4%
Personal loan for education purposes	0.2%
Personal loan for another purpose	2.1%
Lease in your name - car lease	0.9%
Lease in your name - other lease	0.0%
Interest free period loan	0.7%
Loan for shares/investment	0.2%
Personal overdraft	0.2%
Some other type of loan	0.0%
None	61.8%

### Total Amount in Savings and Investments

Less than \$100	5.8%
\$100- \$499	2.8%
\$500- \$999	3.3%
\$1000- \$1999	3.4%
\$2000- \$4999	4.6%
\$5000- \$9999	6.0%
\$10,000- \$19,999	6.2%
\$20,000- \$49,999	11.0%
\$50,000- \$99,999	8.9%
\$100,000- \$499,999	21.1%
\$500,000- \$999,999	4.1%
\$1 Million - <\$2 Million	1.8%
\$2 Million or More	0.4%
Can't Say	20.5%

### Managed Investments Held

Allocated Pensions & Annuities	5.5%
Australian Equity Trust	0.4%
Cash Management Trust	1.4%
Friendly Society Bonds	0.0%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	3.5%
International Trust	0.1%
Property Trust	0.7%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.4%
Superannuation/Retirement Fund - non-employer/ portable	9.7%
Superannuation/Retirement Fund - employer	51.8%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	1.6%
Mortgage Fund or Trust	0.3%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.7%
None	33.6%

### Accounts Held at Banks

Bank Account	73.1%
Term Deposit	7.8%
Bonus Interest or Reward-Based Account	4.1%
High Interest Online Account	4.5%
Deeming or Pensioner Account	7.9%
Mortgage Offset or Loan Offset Account	8.1%
Cash Management Account	4.3%
Share Trading Account	1.9%
Money Market Account	0.0%
Foreign Currency Account	0.0%
Christmas Club Account	0.3%
Regular Savings	59.5%
Other/CS A/c with Bank	0.4%

### Finance / Credit

Credit enables me to buy the things that I want	28.3%
I like to be well insured	72.7%
Recently I've cut down my spending	60.0%
The Australian economy appears to be improving	51.1%
I feel financially stable at the moment	60.2%
I'm worried about interest rates at the moment	45.0%
It would be ideal if I could conduct all my banking without ever having to	41.1%
I prefer to invest in something with a safe return	80.5%

### Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$474
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### Frequency of Internet Usage

More than once a day	37.4%
Once a day	12.4%
A few times a week	12.4%
Once a week	4.3%
A few times a month	3.3%
Once a month	0.8%
A few times a year	2.5%
Once a year	0.0%
Less often	6.1%
Never	0.0%
Can't say	3.2%

### Shopping / Media

I use coupons I find in magazines or on packets	28.8%
I always watch the news on TV to keep me up-to-date	71.4%
I always read the business section of the newspaper	17.5%
I listen to the radio in the car	78.9%
I often enter competitions run by newspapers, magazines or radio	18.8%
I often enter competitions on packets or labels on products	15.5%
I often redeem coupons to get discounts or special offers	41.5%
I don't read the ads in newspapers and magazines	39.1%
I can't help noticing advertising on buses	61.4%
I enjoy buying magazines	40.5%
I can't miss seeing those big billboard signs	55.9%
I find TV advertising interesting	23.6%
TV advertising often gives me something to talk about	28.9%
Nearly all TV advertising annoys me	59.8%
Some TV advertising is devious	80.2%
Quite often I find TV advertising more entertaining than programs	17.0%
I often take advantage of special offers on shopping docket	27.4%
I usually notice advertisements on shopping trolleys	9.8%
I often notice the advertisements on the tops and backs of taxis	23.3%
Advertising posters in shopping centres don't interest me	66.9%
My letterbox says 'no junk mail' (or similar)	15.2%
I believe quality is more important than price	74.2%
I buy more store's own products than well known brands	34.7%
I would like to buy a home computer	34.8%
I try to buy Australian made products as often as possible	74.9%
I will buy a product because of the label	22.6%
I trust well known brands better than the stores' own	46.5%
I have favourite brands and I tend to stick to them	67.7%
I am always ready to try new and different products	57.3%
I like to try the free samples they offer in supermarkets	50.0%
I'll go out of my way in search of a bargain	37.2%
If I see a new type of food I will try it	49.6%
Bought goods on lay-by	13.1%
Bought goods on interest free terms	4.4%
Bought something over the phone	5.0%
Bought something over the internet	21.1%
Bought something from a TV offer	1.2%
Bought something from a magazine coupon or offer	3.7%
Bought something from a newspaper coupon or offer	3.0%
Bought something from a catalogue or direct mail offer	10.7%
Bought something from a telephone sales offer	1.6%

### Direct Mail Interests

Finance (banking, insurance)	35.9%
Telecommunications	16.0%
Utilities (gas, electricity, water)	14.9%
Real Estate	6.1%
Supermarket or other store	9.7%
Car company or dealer	3.2%
Charity	11.3%
Government / Political Party	9.6%
Other Organisation	32.9%
I read addressed mail from organisations I deal with	58.8%
I read addressed mail from organisations I don't deal with	16.2%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	5.1%
Classical Music	1.7%
Contemporary Music	48.8%
Dance	1.4%
Film	0.1%
Musical Theatre	6.9%
Multicultural Festivals	0.5%
Opera	0.2%
Other	1.3%
Singing Festivals	1.9%
Special	7.1%
Sport	19.5%
Theatre	5.5%